

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 571828 /		<u>Alt Order #</u> 07900988
<u>Product</u> OBAMA/P/D SKED C		
<u>Contract Dates</u> 09/04/12 - 09/17/12		<u>Estimate #</u> 11687
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/05/12 / 09/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	3	09/04/12	09/07/12	CBS Daytime	1228-3pm		:30			NM	7	\$2,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				10	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	7	3	09/03/12-09/09/12	CBS Daytime	1228-3pm	-TuWThF----	:30		\$415.00	NM		
			Credited									
	8	3	09/03/12-09/09/12	CBS Daytime	1228-3pm	-TuWThF----	:30		\$415.00	NM		
			Credited									
	10	3	09/03/12-09/09/12	CBS Daytime	1228-3pm	-TuWThF----	:30		\$415.00	NM		
			Credited									
2	3	09/10/12	09/14/12	CBS Daytime	1228-3pm		:30			NM	10	\$4,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				10	\$415.00			
E 3	3	09/04/12	09/07/12	Ellen Degeneres 3pm	3-4pm		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				8	\$280.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	3	09/03/12-09/09/12	Ellen Degeneres 3pm	3-4pm	-TuWThF----	:30		\$280.00	NM		
			Credited									
	5	3	09/03/12-09/09/12	Ellen Degeneres 3pm	3-4pm	-TuWThF----	:30		\$280.00	NM		
			Credited									
4	3	09/10/12	09/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	8	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$280.00			
5	3	09/04/12	09/07/12	CBS This Morning	7-9a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$200.00			
6	3	09/10/12	09/14/12	CBS This Morning	7-9a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				3	\$200.00			
E 7	3	09/04/12	09/07/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
571828 /	07900988

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/17/12	OBAMA/P/D SKED C	//1687

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	3	09/03/12-09/09/12	NewsCha 3 News First @ 4p	358-5pm	-TuWThF----	:30		\$200.00	NM		
				Credited								
E 8	3	09/10/12	09/16/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$200.00			
9	3	09/04/12	09/07/12	The Insider	730p-8pm		:30			NM	3	\$1,305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$435.00			
E 10	3	09/04/12	09/09/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$1,180.00			
E 11	3	09/10/12	09/16/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--W----				1	\$1,180.00			
E 12	3	09/04/12	09/09/12	Thursday Prime	9-10pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$1,375.00			
E 13	3	09/10/12	09/16/12	Thursday Prime	9-10pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$1,375.00			
14	3	09/08/12	09/08/12	Saturday Prime	10-11pm		:30			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$590.00			
15	3	09/15/12	09/15/12	Saturday Prime	10-11pm		:30			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$590.00			
E 16	3	09/10/12	09/16/12	Newschannel 3 News	5-530pm		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$300.00			
E 17	3	09/04/12	09/07/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	-TuWThF----	:30		\$300.00	NM		
				Credited								
N 18	3	09/07/12	09/07/12	US Open Tennis	11am-10pm Wome		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----F--				1	\$375.00			
N 19	3	09/08/12	09/08/12	US Open Tennis Women's Fi	8-10pm		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$375.00			
N 20	3	09/08/12	09/08/12	730-8pm	730-8pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$100.00			
N 21	3	09/09/12	09/09/12	Sunday Prime	10-11pm		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,000.00			
Totals											69	\$26,495.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	<u>Totals</u> Amount
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Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/15/12	69	\$26,495.00	\$22,520.75
Totals	69	\$26,495.00	\$22,520.75

Signature: _____ **Date:** _____

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